

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 – 24 (canceled)

25. (previously presented) A photofinishing method based on an interactive photofinishing service ordering session between a photofinishing service provider and a customer, the method comprising:

a) checking for a stored customer profile for the customer based on at least a customer identification of the customer, said customer profile including information representative of previously selected preferred image looks for the customer;

wherein:

b) if the customer has a stored customer profile, the method comprises:

(i) offering a plurality of predetermined possible image looks to the customer in a manner which permits the customer to select a preferred image look which is to be applied to an image bearing electronic signal representative of a captured image, at least one of said offered possible image looks being a previously selected preferred image look from said stored customer profile; and

(ii) updating the stored customer profile based on the selected preferred image look; and

c) if the customer does not have a stored customer profile, the method comprises:

(i) offering a plurality of possible image looks to the customer in a manner which permits the customer to select at least one image look which is to be applied to an image bearing electronic signal representative of a captured image; and

(ii) creating a new customer profile based on the selected image look.

26. (previously presented) A computer program product, comprising a computer readable storage medium having a computer program stored thereon, which when loaded into the computer, causes the computer to perform the steps of:

(I) offering photofinishing services based on an interactive photofinishing service ordering session between a photofinishing service provider and a customer which comprises:

a) checking a server for a stored customer profile for the customer based on at least a customer identification of the customer, the customer profile including information representative of previously selected preferred image looks for the customer;

wherein:

b) if the customer has a stored customer profile, the method comprises:

(i) offering a plurality of predetermined possible image looks to the customer in a manner which permits the customer to select a preferred image look which is to be applied to an image bearing electronic signal representative of a captured image, at least one of said offered possible image looks being a previously selected preferred image look from said stored customer profile; and

(ii) updating the stored customer profile based on the selected preferred image look; and

(c) if the customer does not have a stored customer profile, the method comprises:

(iii) offering a plurality of possible image looks to the customer in a manner which permits the customer to select at least one image look which is to be applied to an image bearing electronic signal representative of a captured image; and

(iv) creating a new customer profile based on the selected image look.

27. (Original) A photofinishing method based on an interactive photofinishing service ordering session between a photofinishing service provider and a customer, wherein the customer accesses a monitor during the ordering session, the method comprising:

- a) determining monitor settings of the monitor accessed by the customer;
- b) comparing the determined monitor settings to optimum monitor settings that provide preferred calibration results;
- c) providing color calibration information to the customer based on said comparing step; and
- d) checking for a stored customer profile for the customer based on at least a customer identification of the customer, said customer profile including information representative of preferred monitor settings for the customer.

28. (Original) A method according to claim 27, wherein:
- (e) if the customer has a stored profile, the method comprises:
 - (i) retrieving the preferred monitor settings in the stored customer profile;
 - (ii) offering the preferred monitor settings to the customer for association with the customer's images; and
 - (iii) updating the stored profile; and
 - (f) if the customer does not have a stored profile, the method comprises:
 - (i) offering monitor settings to the customer for association with the customer's image; and
 - (ii) building a customer profile based on the customer's preferred monitor settings.

29. (Original) A computer program product, comprising a computer readable storage medium having a computer program stored thereon, which when loaded into the computer, causes the computer to perform the steps of:

offer photofinishing services based on an interactive photofinishing service ordering session between a photofinishing service provider and a customer, wherein the customer accesses a monitor during the interactive ordering session;

determine monitor settings of the monitor accessed by the customer;

compare the determined monitor settings to optimum monitor settings that provide preferred calibration results;

provide color calibration information to the customer based on said comparing step; and

check for a stored customer profile for the customer based on at least a customer identification of the customer, said customer profile including information representative of preferred monitor settings for the customer.

30. (Original) A computer program product according to claim 29, wherein:

if the customer has a stored profile, the computer performs the steps of:

retrieving the preferred monitor settings in the stored customer profile;

offering the preferred monitor settings to the customer for association with the customer's images; and

updating the stored profile; and

if the customer does not have a stored profile, the computer performs the steps of:

offering monitor settings to the customer for association with the customer's image; and

building a customer profile based on the customer's preferred monitor settings.